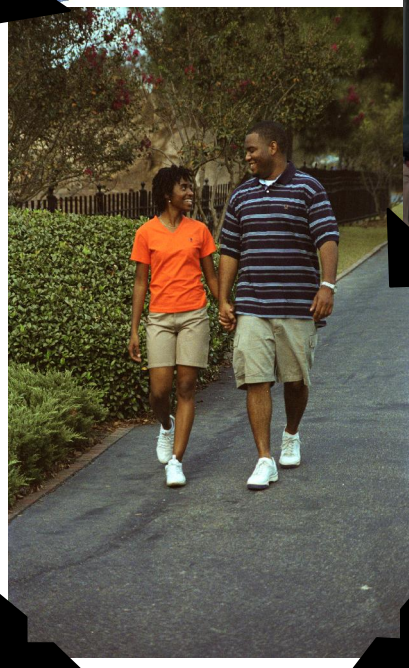


A Strategic Framework for Action

Moving South Carolina Towards a Healthy Weight



***Supplement:
Options
For
Action***



**Comprehensive
Nutrition and
Physical Activity
Approaches to
Address Obesity**

Obesity is a complex condition, with behavioral, biological, and environmental factors, and the causes are not yet completely understood. However, for most people, overweight and obesity are the result of an imbalance between caloric intake and caloric expenditure. Healthy lifestyles that include regular physical activity and good eating habits are the most effective way to prevent obesity, yet these goals are often difficult for people to achieve in today's society.

To address these factors and influences, a comprehensive strategic outline for South Carolina has been developed. The obesity state plan, *Moving South Carolina Towards a Health Weight: Promoting Healthy Lifestyles and Healthy Communities*, was developed in 2005. This plan was developed for use by policy makers, individuals, and organizations at all levels, to guide and inform actions and activities to create supportive environments for a healthier South Carolina.

The objectives and activities included in the obesity state plan were developed to address six goals for obesity prevention in South Carolina.

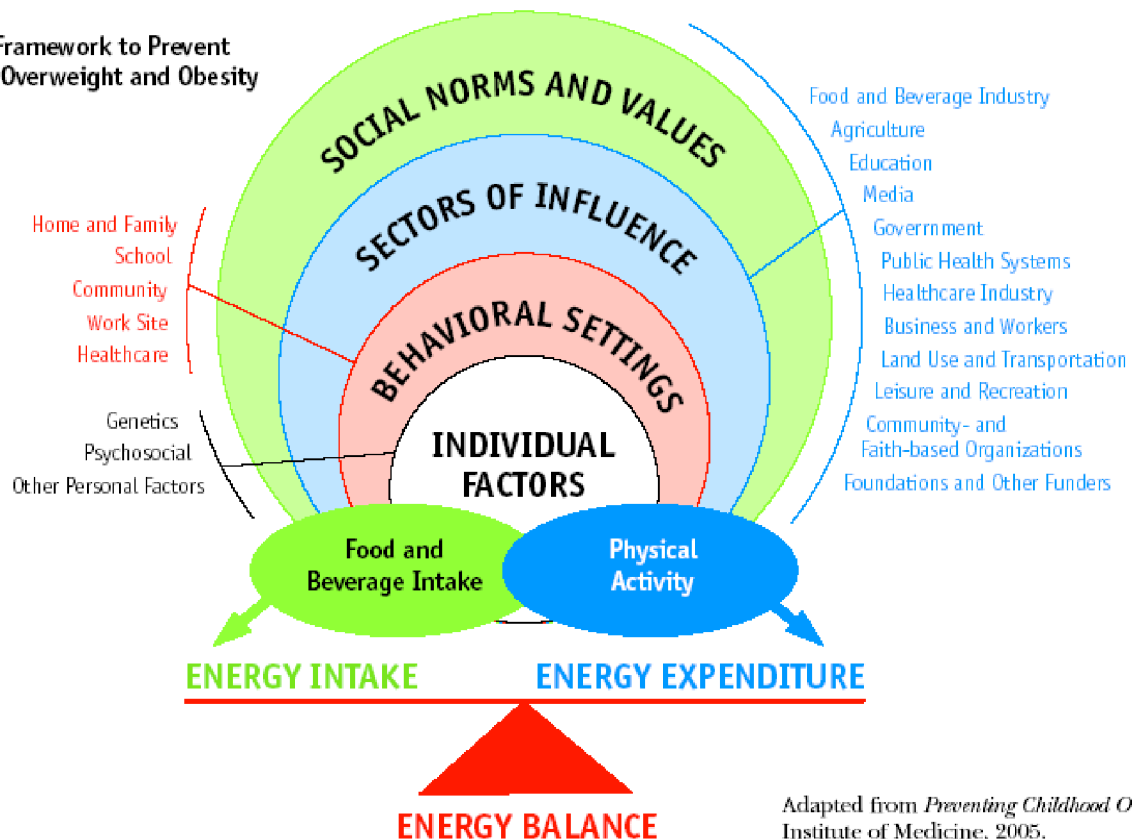
- 1. Increase the percentage of South Carolinians who meet the current age specific recommendations for regular physical activity.*
- 2. Increase the percentage of South Carolinians who consume at least five servings of fruits and vegetables a day.*
- 3. Increase the percentage of South Carolina mothers who breastfeed for at least six months.*
- 4. Increase the percentage of South Carolinians who are at a healthy weight.*
- 5. Decrease the burden of obesity and obesity-related chronic diseases.*
- 6. Increase the number of research projects in South Carolina related to obesity prevention and control.*



The approach for impacting obesity in South Carolina was based on the Socio-Ecologic Model.

Socio-Ecologic Model

Figure 1. A Framework to Prevent and Control Overweight and Obesity



This multi-level model is based on the premise that health promotion interventions are most effective when every element of a community is engaged.



The launch of the state plan in 2005 officially kicked-off the South Carolina Coalition for Obesity Prevention Efforts (SCCOPE) and established an Implementation Leadership Team (ILT). SCCOPE quarterly meetings continued as a venue for networking, information sharing, and Work Group planning to identify priority objectives for implementation.



Since the launch of the state plan, there have been several obesity-related legislative acts to support healthier eating and active living in South Carolina.

During the 2005 legislative session, numerous partners involved with SCCOPE contributed towards the development of a comprehensive piece of state legislation to

address nutrition and physical activity in grades kindergarten – 5. In 2005, South Carolina passed the Student Health and Fitness Act, which established a minimum of 150 minutes per week of physical education and physical activity, nutrition education and standards for elementary schools.



Also during the 2005 legislative session, breastfeeding advocates worked to get legislation introduced to protect a woman's right to breastfeed in public. This legislation successfully passed in 2006. As a follow-up, the SC Breastfeeding Coalition led partners in the development of a breastfeeding wallet card to promote the new legislation and help increase the visibility and acceptance of breastfeeding as the social norm.



SC Act 269 states:

“A woman may breastfeed her child in any location where the mother and her child are authorized to be. Breastfeeding a child in a location where the mother is authorized to be must not be considered indecent exposure.”

If you would like to thank a business for their support of breastfeeding, **OR** if you have been bothered or asked to leave a public place while breastfeeding, please contact the **SC Breastfeeding Coalition** by accessing the “Contact Info” section for the Steering Committee at www.scbreastfeedingcoalition.org

For additional information:

SC Breastfeeding Action Committee: www.scbac.org

SC Breastfeeding Coalition: www.scbreastfeedingcoalition.org

La Leche League: www.lalecheleague.org; 800-525-3243

SC WIC Program 800-868-0404



Coinciding with these legislative initiatives, the SCCOPE Work Groups identified priority objectives and activities. In July 2006, funding was obtained from the BlueCross BlueShield of SC Foundation for a one-year grant to implement specific activities in support of the priority objectives in the obesity state plan:

- Ø **SC Action for Healthy Kids Team:** Resources supported a workshop to provide tools and resources for physical education teachers. Five hundred Fit Squad kits were distributed to support implementation of the physical activity requirements of the 2005 Student Health and Fitness Act.
- Ø **Active Community Environments:** Development of Healthy Options, a website database of physical activity opportunities searchable down to a zip code level. www.schealthyoptions.org
- Ø **Breastfeeding:** Development of a breastfeeding resource website, searchable by geographical area, to assist mothers and health care providers to identify breastfeeding resources in the state. www.breastfeedingresourceguide.com
- Ø **Business and Industry:** A survey was conducted within the business sector to establish a baseline of current policies and practices pertaining to nutrition (to include breastfeeding), physical activity, and other chronic diseases. As a result of this survey, a workshop was conducted in November of 2007 to provide tools, resources, and in-state examples of successful worksite wellness approaches.
- Ø **Community Nutrition:** Development of a farmer's market toolkit, 'Homegrown: SC's Guide to Starting or Enhancing Your Community's Farmer's Market' containing all necessary information for communities of all sizes to establish a farmer's market.
- Ø **Health Care:** A health care provider needs assessment was conducted to identify barriers and educational needs to address overweight and obesity. As a result of this survey, a provider education session was held at a statewide medical conference.

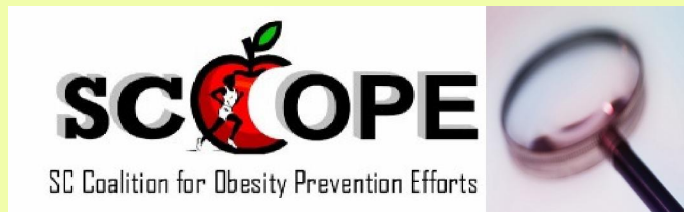


In addition, funding was obtained from BlueCross BlueShield of South Carolina Foundation to support the following statewide initiatives:

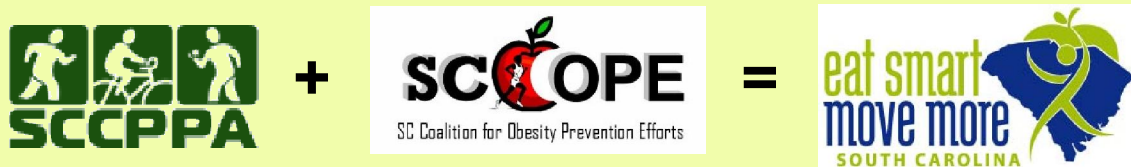
- E A Color Me Healthy (CMH)** grant enabled 1500 CMH kits and 1500 physical activity bags be provided free to child care centers and preschools. This funding also was used to further the expansion and training of the network of CMH Regional Trainers to provide access to CMH in each county within South Carolina.
- E A Safe Routes to School (SRTS)** grant enabled the network of regional SRTS Instructors to offer preliminary and comprehensive workshops as part of the statewide SRTS program.



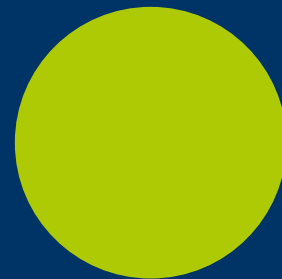
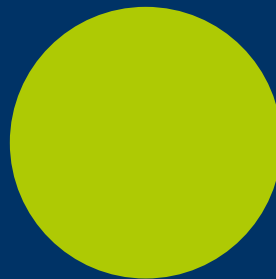
In 2007, the **SCOPE** Implementation Leadership Team underwent a strategic planning process, analyzing different opportunities for sustainability of the partnership and ways to best meet the needs of partners.



One option discussed was a merger of **SCOPE** and the South Carolina Coalition for Promoting Physical Activity (**SCPPA**). **SCPPA**, a 501©3 non-profit organization, mission was to promote increased physical activity levels through culturally and age appropriate health messages and by influencing public policy at state and community levels. Advantages of a merger included reducing the overlap in members, reducing the overlap of activities, and increased eligibility for additional funding to promote healthy eating and active living.



The decision to merge **SCOPE** and **SCPPA** was made as both memberships viewed this merger as a clear indication to partners and potential funders of SC's commitment to work together in a collaborative manner.



The SC Eat Smart Move More Coalition is the result of the merger of SCCOPE and SCCPPA. Eat Smart, Move More...SC (ESMMSC) will coordinate obesity prevention efforts across the state. The intent of this coalition is ongoing collaboration between state agencies, business and industry, health care organizations, schools, academia, community and a broad range of other stakeholders to capitalize and leverage differing areas of expertise, skill and resources to impact obesity in South Carolina.



Vision:

The vision of Eat Smart, Move More...SC is to have a South Carolina in which healthy eating and active living are the pillars of healthy lifestyles in healthy communities.

Mission:

The mission of Eat Smart, Move More...SC is to coordinate collaborative and sustainable efforts to support healthy eating and active living where South Carolinians live, learn, work and play

www.EatSmartMoveMoreSC.org

During this time of transition, partners indicated the need for guidance on implementing the state plan on a local level. This, coupled with the fact that 55% of the objectives in the 10-year plan (2005-2015) had been met, indicated the need for reformatting. The Division of Obesity Prevention and Control (DOPC) and key partners began reformatting the objectives into this obesity state plan Supplement to help organizations, communities, and individuals address obesity and take action supportive of healthy eating and active living. These reformatted objectives are now part of a web-based tool, Options for Action (OFA). (www.EatSmartMoveMoreSC.org/options-for-action)

It is the hope that the OFA will provide the guidance and framework for obesity prevention efforts where South Carolinians live, learn, work, and play.



Child Care/Pre-School

Developing healthy behaviors early in life provides the foundation for lifelong wellness. Addressing healthy eating and physical activity and providing environments supportive of these behaviors is critical to reverse the staggering trends of childhood obesity.

Objective 1: Provide an environment supportive of physical activity and active play.

Sample Activities:

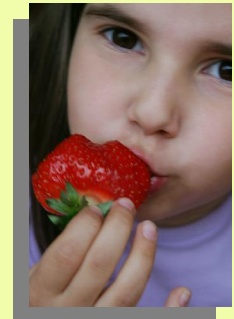
- § Incorporate movement activities into the curriculum.
- § Limit sedentary time for children.
- § Provide structured and unstructured opportunities for physical activity, to include active play
- § Provide developmentally appropriate toys and equipment for physical activity and active play.
- § Encourage staff to participate in physical activity and play time with children.



Objective 2: Provide an environment that supports healthy eating.

Sample Activities:

- § Use mealtimes to introduce a variety of different healthy food options, including fresh fruits and vegetables.
- § Provide healthy beverage options.
- § Provide healthy snacks and establish guidelines for food brought from home.
- § Serve appropriate portion sizes for food served in child care facilities.
- § Encourage staff to participate in meal and snack time with children.
- § Support farm to school programs.
- § Establish a school garden.



Objective 3: Provide learning opportunities to educate children and staff about physical activity and healthy eating.

Sample Activities:

- § Adopt educational materials (e.g. storybooks, coloring books) that contain positive references to healthy food and physical activity.
- § Incorporate breastfeeding education into early childhood programs.
- § Provide training to staff on physical activity, healthy food options and the importance of modeling positive eating and activity behaviors.

OPTIONS FOR ACTION

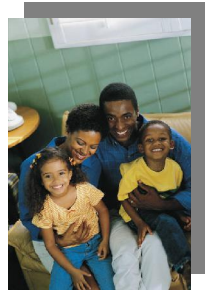
- § Provide and promote instruction on developmentally and culturally supportive physical activity and nutrition.
- § Provide training to staff about the importance of breastfeeding and supporting breastfeeding mothers whose children are in their care.
- § Provide guidelines and training on storing, handling and feeding of breastmilk.

-

Objective 4: Educate parents/families on healthy eating and active living.

Sample Activities:

- § Provide families with tools and resources for healthy eating and active living.
- § Provide information to families about food assistance programs.
- § Promote awareness of the link between healthy eating and physical activity and improved school readiness skills.
- § Integrate the topics of nutrition and physical activity into existing parenting programs and other community resources.
- § Encourage caregivers to attend continuing education on effective programs for nutrition and physical activity.
- § Inform families of children enrolled about the benefits of breastfeeding.



Community

A community has been described as a group of people who share values and institutions. The community setting provides an avenue for reaching individuals of all ages. Community-based programs not only offer opportunities for healthy eating and active living, but also serve to reinforce health messages received from other sectors such as schools, worksites, and health care.

Objective 1: Provide an environment supportive of active living.

Sample Activities:

- § Conduct a Walkability Audit.
- § Maintain and develop programming and facilities (including park and recreation programs) for physical activity for all age groups.
- § Advocate for mixed-use development and communities where physical activity opportunities are available and easily accessible.
- § Complete the sidewalks and streets to support walking and biking in the community.
- § Support local Safe Routes to School Programs to improve safety and promote walking and biking to school.
- § Encourage the use of alternative transportation where available.

Objective 2: Provide an environment that supports healthy eating.

Sample Activities:

- § Conduct a neighborhood food environment assessment.
- § Work with retailers to develop point of purchase prompts to promote healthy eating.
- § Work with local restaurants to establish healthy eating practices to include nutrition labeling, healthy kids meals, and appropriate portion options.
- § Provide healthy food and beverage options at community venues, such as festivals and special events.
- § Establish farmer's markets.
- § Establish community gardens.
- § Advocate for the placement of supermarkets in underserved areas.
- § Encourage small storeowners in underserved areas to carry healthy food items, such as fresh produce.
- § Work to establish breastfeeding-friendly community environments.

OPTIONS FOR ACTION

Objective 3: Form local coalitions of concerned citizens and advocates to take action of overweight in communities.

Sample Activities:

- § Identify partners and champions in the community.
- § Develop a plan of action to address healthy eating and active living in the community.

Objective 4: Provide education to community members and decision makers about issues regarding healthy eating and active living.

Sample Activities:

- § Provide education on the relationship between the built environment and health.
- § Incorporate Eat Smart, Move More messages throughout the community.



Faith

Faith-based organizations and public health are natural partners, sharing a common ground in their vision to create environments of trust and comfort that nurture healthy people and build healthy communities. In the South, this collaboration is particularly powerful because religious organizations are often the heart of the community.

Objective 1: Provide an environment supportive of active living.

Sample Activities:

- § Incorporate movement activities into faith-based educational programs.
- § Sponsor active living events, such as walking clubs, sports tournaments, and recreational sports teams for all age groups.
- § Enhance the surrounding area to encourage physical activity.

Objective 2: Provide an environment that supports healthy eating.

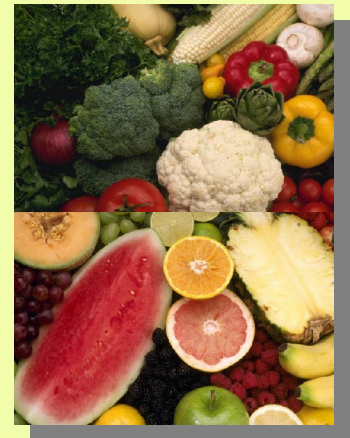
Sample Activities:

- § Establish healthy eating policies to include healthy food and beverage options during faith-based gatherings and events.
- § Establish a church garden.
- § Support and promote farm to church programs.
- § Establish a breastfeeding-friendly environment.

Objective 3: Form a health ministry to coordinate healthy eating and active living strategies.

Sample Activities:

- § Identify champions in the faith-based community.
- § Develop a plan of action to address healthy eating and active living.



Objective 4: Provide education to congregation members and decision makers about issues regarding healthy eating and active living.

Sample Activities:

- § Promote awareness of the link between healthy eating, active living and spirituality.
- § Integrate the topics of nutrition and physical activity into existing programs.
- § Inform the congregation about the benefits of breastfeeding.
- § Provide families with tools and resources for healthy eating and active living.
- § Include *Eat Smart Move More* messages to promote healthy eating and active living.



Health Care

The health care system is a crucial setting for addressing overweight and obesity among both children and adults. Most Americans see a health care professional at least once a year. Health care professionals have the access and authority to encourage healthy eating and active living. The powerful influence of health care professionals will be pivotal in addressing the escalating trends of obesity in South Carolina.

Objective 1: Provide professional education and training to health care providers on healthy eating, active living and healthy weight.

Sample Activities:

- § Educate health care providers on: breastfeeding, nutrition, physical activity, screen time, BMI, role of family, community resources.
- § Provide training on conducting BMI screening and healthy weight counseling in both a culturally appropriate and sensitive manner.
- § Address nutrition (to include breastfeeding), physical activity, overweight and obesity as a routine component of health professional curricula, including medical, residency, nursing, dietetics, health education, and social work.
- § Provide education on breastfeeding promotion and support.
- § Encourage physicians to follow clinical guidelines for the prevention, assessment, and treatment of obesity.
- § Encourage healthcare professionals to attend professional development programs on current guidelines, evidence-based programs, and resources in the prevention of overweight and obesity.
- § Identify and promote a curriculum for physicians that focuses on counseling parents in a concise, effective way about overweight in children.

Objective 2: (Health care providers) Provide education and counseling to patients in support of healthy weight practices.

Sample Activities:

- § Adopt standards of practice that include routine screening of all patients regarding activity and eating behaviors.
- § Provide patients with information and community resources on healthy eating and active living for healthy weight maintenance.

- § Encourage regular physician communication and brief counseling regarding physical activity, eating habits and breastfeeding.
- § Develop a referral system to help patients access further nutrition and activity resources.
- § Establish a referral base of registered dietitians, physicians, counselors, and certified exercise specialists that specialize in overweight and obesity.

Objective 3: Health care champions advocate for initiatives and policies that support breastfeeding, healthy eating, active living, and healthy weight.

Sample Activities:

- § Join/partner with ESMM Coalition and local coalitions.
- § Encourage health care providers to serve as role models for healthy eating and active living.
- § Respond to news stories providing health care provider perspective.
- § Participate in the public policy process to highlight the need for community changes to improve eating and activity habits.
- § Educate policy and decision makers and purchasers of major health care plans on the burden of obesity and obesity related chronic diseases to the health care system.
- § Work with insurance companies to offer coverage for preventive services.



Schools

Half of a child's day is spent at school. Because of this, schools represent one of the most effective venues for healthy eating and physical activity initiatives. Students may eat breakfast as well as lunch at school. Additionally, schools may provide the only opportunity for regular physical activity for some children. A comprehensive approach is essential for impacting childhood obesity. Students, families, teachers, and principals must work together for this comprehensive approach to be successful.

Objective 1: Provide an environment supportive of physical activity and active play.

Sample Activities:

- § Incorporate physical activity into the curriculum.
- § Limit sedentary time.
- § Provide structured and unstructured opportunities for physical activity and active play.
- § Implement a comprehensive Safe Routes to School Program.
- § Complete the "Physical Education and Other Physical Activity" module of the School Health Index and incorporate results into the school improvement plan.
- § Provide developmentally appropriate toys and equipment for physical activity and active play.
- § Encourage staff to participate in physical activity and play time with children/or serve as role models.
- § Open school facilities before and after school for use by students, staff and neighborhood.
- § Encourage the use of school facilities for physical activity programs offered by the school and/or community-based organizations outside school hours.
- § Devote the majority of physical education class time to moderate or vigorous physical activity.
- § Provide various physical activity options that reflect the interests and diversity of students.

Objective 2: Provide an environment that supports healthy eating.

Sample Activities:

- § Serve appropriate portion sizes for foods served at school.
- § Provide point of purchase prompts to promote healthy eating.
- § Provide students with nutrition education, using the cafeteria as a hands-on learning laboratory.
- § Integrate nutrition education into the curriculum.



OPTIONS FOR ACTION

- § Complete the “Nutrition Services” module of the School Health Index and incorporate results into the school improvement plan
- § Provide healthy food options, such as fruits, vegetables, whole grains, and low- or non-fat dairy products.
- § Provide consistent messages about healthy eating in the classroom and cafeteria/vending sites.
- § Enhance school breakfast programs by offering alternative meal options.
- § Implement guidelines for healthy snacks and foods provided in vending machines, school stores, and other competitive foods.
- § Develop and implement guidelines for snacks and refreshments served at school parties and celebrations
- § Develop and implement guidelines to address using food as discipline or reward for students.
- § Provide an adequate amount of time for students to eat school meals.
- § Encourage nonfood or healthy food fundraisers such as flowers, gift-wrap, fresh fruit, sporting events, and family fun runs.
- § Support and promote farm to school programs.
- § Establish a school garden.

Objective 3: Provide learning opportunities to school staff about healthy eating and active living.

Sample Activities:

- § Provide staff with messages about healthy eating and active living.
- § Provide training to staff on physical activity, healthy food options, and the importance of modeling positive eating and activity behaviors.
- § Provide and promote instruction on developmentally and culturally appropriate physical activity and nutrition, to include breastfeeding education.
- § Provide existing school health services with community resources that can help families adopt healthy eating and active living practices.
- § Complete the "Health Promotion for Staff" module of the School Health Index and incorporate into the school improvement plan
- § Consider implementing BMI for age screening.



Objective 4: Educate parents/families on healthy eating and active living.

Sample Activities:

- § Provide families with tools and resources for healthy eating and active living.
- § Provide information to families on food assistance programs.
- § Promote awareness of the link between healthy eating and physical activity and improved school readiness skills.
- § Integrate the topics of physical activity and nutrition, to include breastfeeding, into existing parenting programs and other community resources.
- § Plan health-promotion activities for students and parents that encourage healthy eating and active living, such as cooking demonstrations, school gardens, family fun runs, and guest speakers.
- § Include information in school communications, such as monthly meal calendars, newsletters, back-to-school nights, and health fairs.



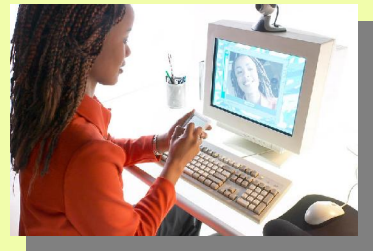
Worksites

Most American adults now spend at least half of their waking hours at work. Worksites can support active living by creating opportunities for physical activity within the normal workflow of the business day. Additionally, food available at work in cafeterias, through vending machines and at meetings, can encourage healthy eating among employees. Creating a culture of healthy eating and active living provides a return on investment for both employees and employers.

Objective 1: Provide an environment supportive of physical activity.

Sample Activities:

- § Adopt policies to promote physical activity among employees.
- § Implement incentive-based physical activity programs.
- § Promote programs to encourage modes of alternative transportation.
- § Implement stairwell campaign to include point of decision prompts.
- § Enhance the worksite and surrounding area to encourage physical activity.
- § Sponsor active living events such as walking clubs, sports tournaments, and recreational sports teams.
- § Provide employees with onsite education and resources related to physical activity.



Objective 2: Provide an environment that supports healthy eating.

Sample Activities:

- § Adopt policies to promote healthy eating among employees.
- § Establish a breastfeeding-friendly worksite to include policy and environmental supports.
- § Provide healthy food and beverage options for employees during the workday, including cafeteria meals and vending machines.
- § Use point of decision prompts to encourage healthy food purchases at the worksite.
- § Provide employees with onsite education and resources related to nutrition.
- § Support and promote farm to worksite programs.
- § Establish a worksite garden.



Objective 3: Provide learning opportunities/education to business leaders and employers about healthy eating and active living for employees

Sample Activities:

- § Provide training on the potential return on investment with comprehensive worksite health promotion.
- § Provide education on the economic costs of obesity and obesity-related chronic diseases.



For additional information about **Eat Smart Move More SC** contact Amy Splittgerber at:

Amy@eatsmartmovemore.org

www.eatsmartmovemore.org

